

SUPPLY AND DELIVERY OF THE LTP REF MAGNET

TECHNICAL SPECIFICATIONS

I. BACKGROUND

The Tourism Promotions Board (TPB) Philippines is the marketing arm of the Department of Tourism. The agency exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country.

To ensure maximum exposure of the Philippines in the various tourism source markets of the country, the TPB engages in marketing activities using various media platforms. One of which are collateral materials that help build and strengthen the Philippines as a brand. Collateral materials make an impression and provide a competitive statement and later on win businesses. These collateral or marketing materials are considered as strategic assets of any brand.

Aligning with the thrusts of TPB, all collateral or marketing materials should be well thought of to serve its purpose and contribute to the creation of lasting memories as the recipient experience the country's diverse culture.

II. RATIONALE

Collateral / Marketing materials, particularly giveaways, can be a way to keep the Philippines into the top of the minds of potential tourists. It serves as another form of "word of mouth" publicity as it most likely be shared (not just once) over social media because everyone likes the idea of getting something for free and loves to share potential freebies/premium items with their friends.

The Department of Tourism launched a new brand campaign last June 2023, entitled "Love the Philippines", as a Marketing arm of Department of Tourism we would like to align with the campaign by using the love the Philippines as the main logo for our collateral. This collateral will be use in all TPB events to ensure to build relationship with the recipients, and our promotional materials are purposeful, unique and has a story to tell, we also ensure consistency in quality of the materials as well as its packaging.

III. OBJECTIVES

- a. To help generate recall that TPB Philippines is the marketing and promotions arm of the Philippine Department of Tourism
- b. Ensure brand recognition for "Love the Philippines"
- c. To share a piece of the Philippines and stimulate their minds to visit the country again

IV. SCOPE OF WORK / SERVICES

LTP Ref Magnet

Quantity: 5,000 – (77.00/pc.)

ABC: ₱385,000.00

Specifications

Sizes : 3(w) x 3(h) inches

Color : full color

Materials

Ref magnet : Ceramic with 3D effect

canvass : good quality canvass cloth same color for cotton rope

Printing

Ref magnet : 3D direct printing on ceramics /full color print

canvass : full color printing digital silk screen/direct on materials

See ANNEX A

Other details:

1. Layout to be supplied by TPB-Marcom
2. Sample materials also available for reference
3. The bidder must be able to submit a **physical sample** with the same material as mentioned in the Specifications given together with the quotation.
4. Failure to submit/present the **physical sample** based on the above specification will be disqualified and will not be considered.
5. Ref magnets wrap individually in a good thick bubble wrap, then inserted on canvass drawstring bag
6. TPB Philippines to approve the final sample of the giveaway and its packaging prior to production. The **actual sample** may be submitted to TPB Philippines upon receipt of the Purchase Order (P.O.)
7. Damaged items upon delivery must be replaced by the supplier free of charge.
8. The TPB Philippines have a limited storage space in its office. Therefore, bidder must agree to store the giveaways for TPB and deliver the giveaways as needed. Both parties may agree upon lead-time of delivery.
9. The Bidder's storage space should be well ventilated to ensure that the quality of the giveaways and its packaging would be maintained. In the event that the giveaway or its packaging delivered have dents or damaged, the bidder/supplier agrees to replace it within the agreed specified time.

V. PROJECT IMPLEMENTATION SCHEDULE

Delivery timeline:

- Full Delivery 40 calendar days upon approval of final sample
- Delivery of Giveaways to TPB Philippines should be 100 pieces per box
- Giveaways should be packed in clean corrugated box lined with bubble wrap

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The approved budget for the contract is **THREE HUNDRED EIGHTY-FIVE THOUSAND PESOS ONLY ₱385,000.00** inclusive of all applicable taxes.

VII. TERMS OF PAYMENT

- Payment will be processed upon completion of the delivery
- Payment will be on a send-bill arrangement to the Tourism Promotions Board (TPB). Full payment within thirty (30) days upon receipt of Statement of Account or Billing with completion of the requirements stipulated in the technical specifications.
- TPB does fund transfers through the Landbank of the Philippines. If the supplier does not have a Landbank account, fund transfers may still be done but bank charge must be borne by the supplier.

VIII. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

IX. PROJECT OFFICERS CONTACT INFO

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REF MAGNET

Ceramic ref magnet

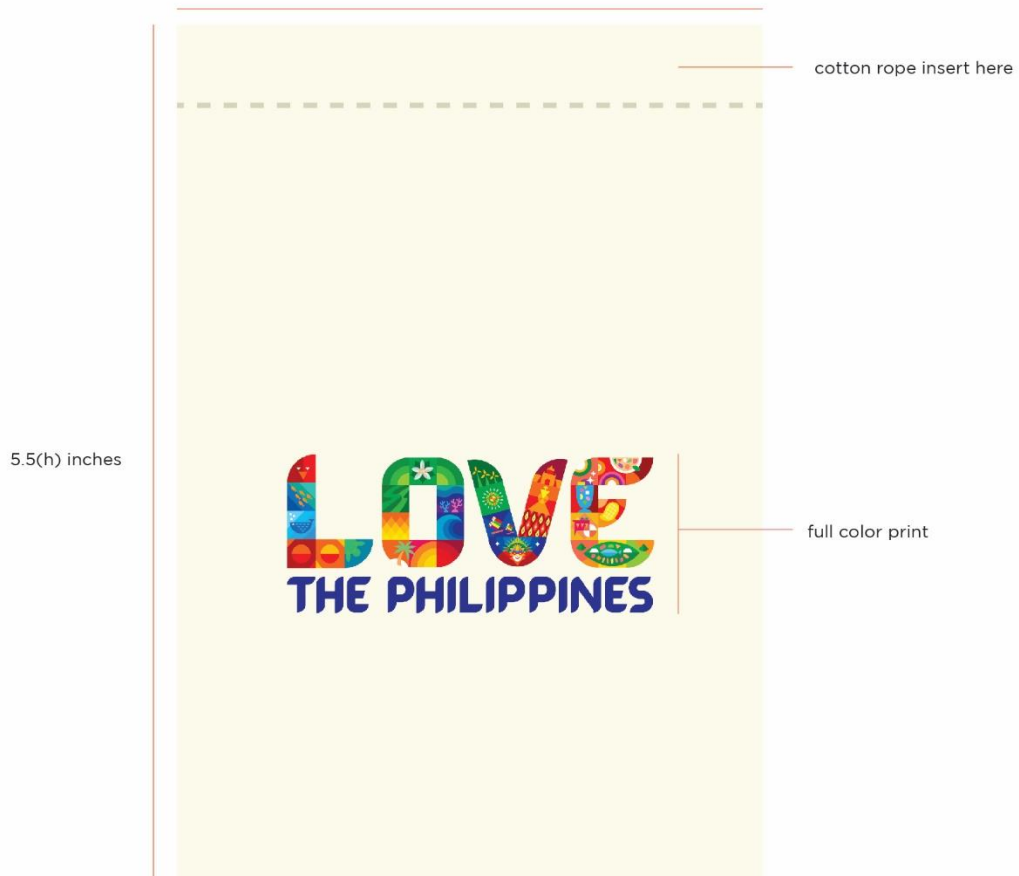
3(w) inches



3(h) inches

CANVASS (drawstring)

3.75(w) inches



cotton rope insert here

5.5(h) inches

full color print